

CENTRAL YAVAPAI PHASED TRANSIT PLAN

Year 1: Begin Service in Prescott Valley

Pending Council approval, the Town of Prescott Valley accepts CARES Act fund and moves forward with implementing transit service.

Offer microtransit and rideshare subsidy for people traveling within Town of Prescott Valley (i.e., travel within Zone 1).

- ☑ Microtransit will be available on weekdays 8:00 AM to 6:00 PM.
- ☑ Ride hailing subsidy will be available on weekdays from 6:00 AM to 8:00 AM and from 6:00 PM to 8:00 PM and all day on Saturdays (6:00 AM to 8:00 PM). Service can be used by older adults, people with disabilities and people traveling to/from work.

Cost

All program costs are paid with CARES Act funds



- » Operating costs include \$75,000 for marketing and program manager
- » Annual cost \$258,000
- » Estimated CARES Act balance after Year 1: \$2.74 million

- ☑ Microtransit will be available on weekdays 8:00 AM to 6:00 PM.
- ☑ Ride hailing subsidy will be available on weekdays from 6:00 AM to 8:00 AM and from 6:00 PM to 8:00 PM and all day on Saturdays (6:00 AM to 8:00 PM). It can be used by older adults, people with disabilities and people traveling to/from work.

Cost

All program costs are paid with CARES Act funds



- » Operating costs include \$150,000 for marketing and program manager
- » Annual cost \$710,000
- » Estimated CARES Act balance after Year 2: \$2.03 million

Year 2: Expand Service to Prescott

Pending Council approval, the City of Prescott accepts CARES Act fund and moves forward with implementing transit service.

Form a Joint Powers Organization (JPO) for shared authority of the transportation program.

Expand transportation program to Prescott. Microtransit and ride hailing subsidy will be available in Prescott Valley (Zone 1), Prescott (Zone 2) and Prescott North (Zone 3). Riders can also travel between zones 1 and 2 (Zone 4).

Year 3: Monitor and Manage Existing Service

Continue with transportation program to Prescott. Microtransit and ride hailing subsidy will be available in Prescott Valley (Zone 1), Prescott (Zone 2) and Prescott North (Zone 3). Riders can also travel between zones 1 and 2 (Zone 4).

- ☑ Microtransit will be available on weekdays from 8:00 AM to 6:00 PM.
- ☑ Ride hailing subsidy will be available on weekdays from 6:00 AM to 8:00 AM and from 6:00 PM to 8:00 PM and all day on Saturdays (6:00 AM to 8:00 PM). It can be used by older adults, people with disabilities and people traveling to/from work.

Cost

All program costs are paid with CARES Act funds



- » Operating costs include \$150,000 for marketing and program manager
- » Annual cost \$720,000
- » Estimated CARES Act balance after Year 3: \$1.31 million

Year 4: Expand Microtransit to Operate on Saturdays

Continue with transportation program to Prescott. Microtransit and ride hailing subsidy will be available in Prescott Valley (Zone 1), Prescott (Zone 2) and Prescott North (Zone 3). Riders can also travel between zones 1 and 2 (Zone 4).

- ✓ Microtransit will be available on weekdays and Saturdays from 8:00 AM to 6:00 PM
- ✓ Ride hailing subsidy will be available on weekdays from 6:00 AM to 8:00 AM and from 6:00 PM to 8:00 PM. It can be used by older adults, people with disabilities and people traveling to/from work.

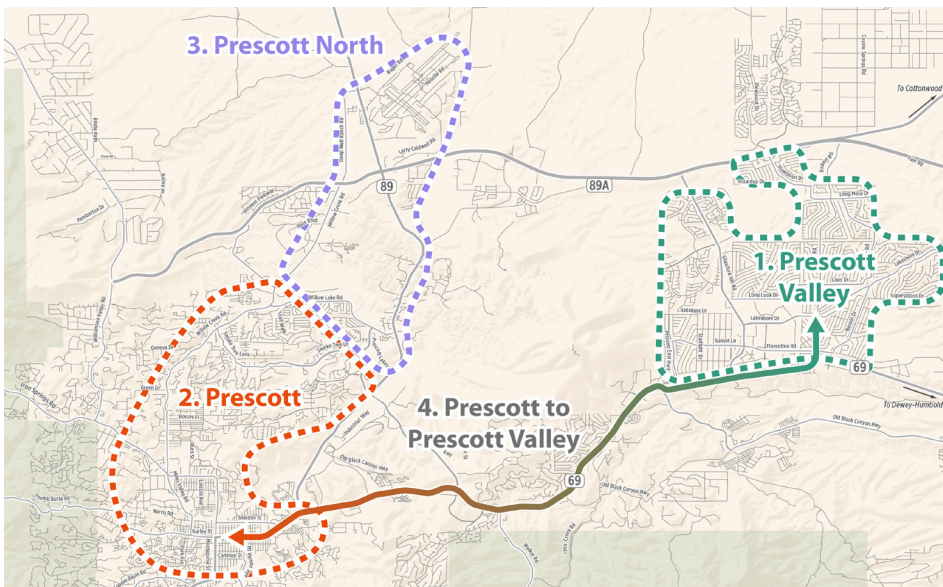
Cost

All program costs are paid with CARES Act funds



- » Operating costs include \$150,000 for marketing and program manager
- » Annual cost \$980,000
- » Estimated CARES Act balance after Year 4: \$320,000

Central Yavapai Transit Program - Microtransit and Ride hailing Zones



What is Microtransit?

- ✓ Microtransit is shared ride, demand response service
- ✓ Rides can be reserved or booked on day of travel. Vehicle are dedicated to this service and deployed so ride will be available within 15-20 minutes of booking
- ✓ Book by phone, computer or tablet, or call customer service center



What is a Ride Hailing Subsidy?

- ✓ Ride hailing subsidies subsidize trips on local taxi services or ride hailing companies
- ✓ Rides can be reserved or booked on day of travel. Uses vehicles deployed by local taxi and ride hailing companies
- ✓ Book by phone, computer, or tablet, or call local taxi service

